

BROADCAST RESPONSE METHOD AND SYSTEM

Kelly M. Christensen, et al.

Appl. No.: Unknown

Atty Docket: STRATOS.006A

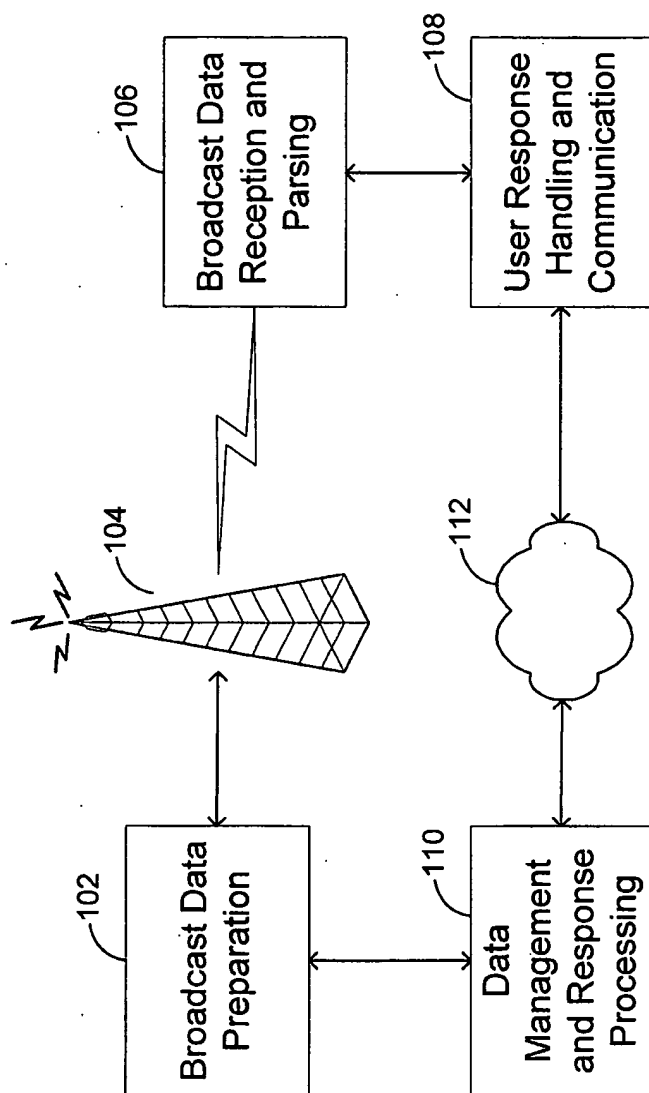


FIG. 1

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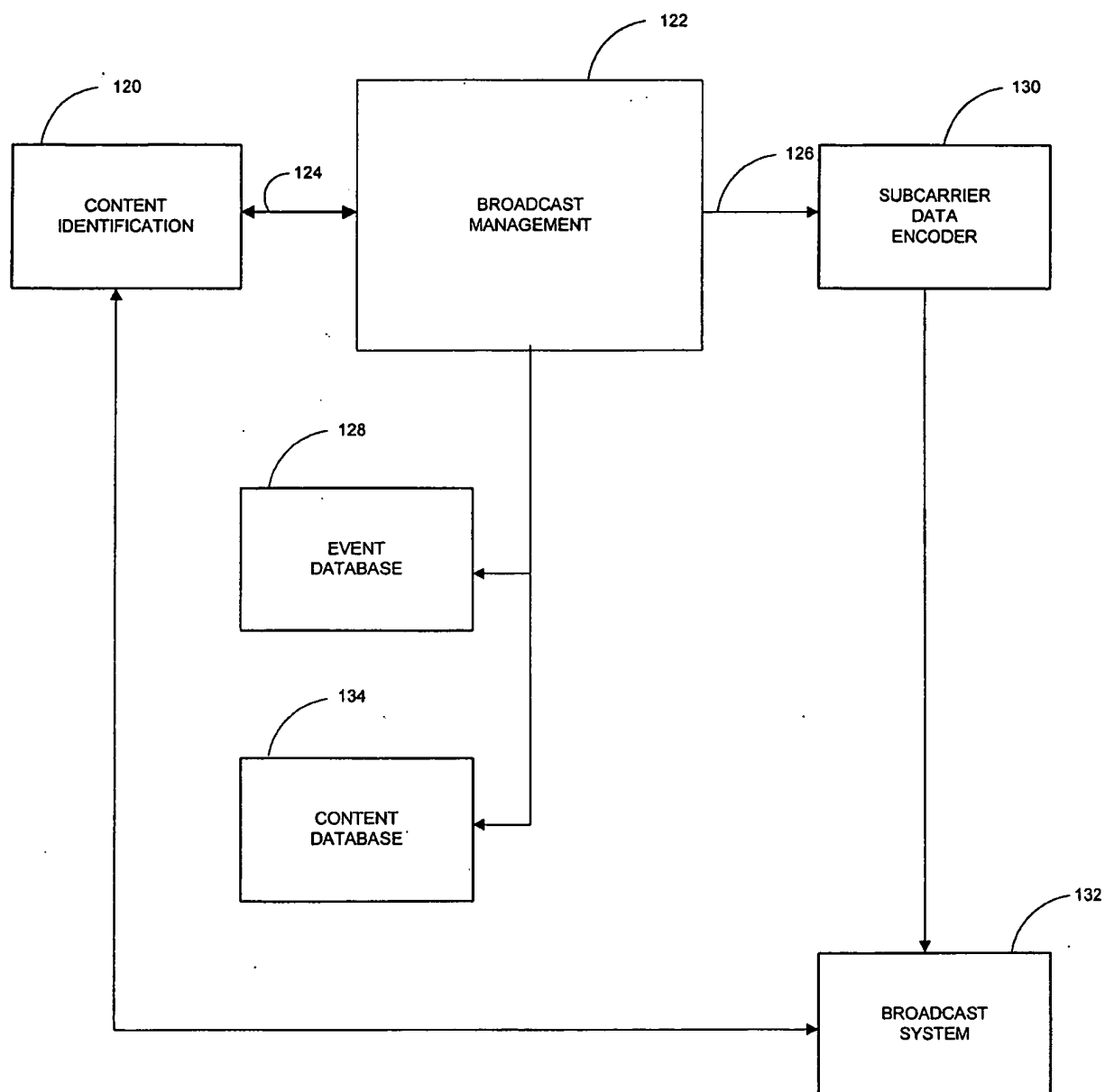


FIG.2

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Input Port

Output Port

Framing

Start of Frame ☐

End of Frame ☐

Length (incl CRLF) ☐

Type Filters

☐ ☐ ☐ ☐

Check to enable

Parsing Delimiter

NOTE: Positions are zero based, use -1 to disable

Field Positions

Title ☐

Artist ☐

Info ☐

Cat. ☐

Code ☐

Status ☐

Exit

Stop

Clear List

New Log

Save Settings

Test Soap

Options

☐

Play List

URL

Password

Station ID

RDS Properties

PS PI Code

PTY

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Radio Text Event	Time
Ciquita Abba	03/19 10:21:13
Manic Monday Bangles	03/19 10:18:07
Moonlighting Lifetime Press for a reminder	03/19 10:17:51
Bakersfield Twin Weekend Bud Light Press for 10% Off	03/19 10:17:42
Working My Way Spinners 1.50 MP3	03/19 10:16:21
This Old Heart of Mine Rod Stewart 2.50 MP3	03/19 10:14:59
Keep Me From The Cold Curtis Stigers 2.50 MP3	03/19 10:13:58
Too Late Too Soon John Secade 1.75 MP3	03/19 10:12:35
Bakersfield Twin Weekend Bud Light Press for 10% Off	03/19 10:12:26
Eyewitness News at 11 Eyewitness News Support Public TV	03/19 10:12:19
Mexico Jimmy Buffett 16.99 CD	03/19 10:11:15
Let It Flow Toni Braxton 1.25 MP3	03/19 10:09:51

Debug Log

03/19 09:48:25 - SOAP
03/19 09:51:49 - SOAP
03/19 09:52:51 - SOAP
03/19 09:58:07 - SOAP
03/19 09:58:13 - SOAP

Running

FIG.3

Stratos Audio ODA Beacon (3A) Data Format

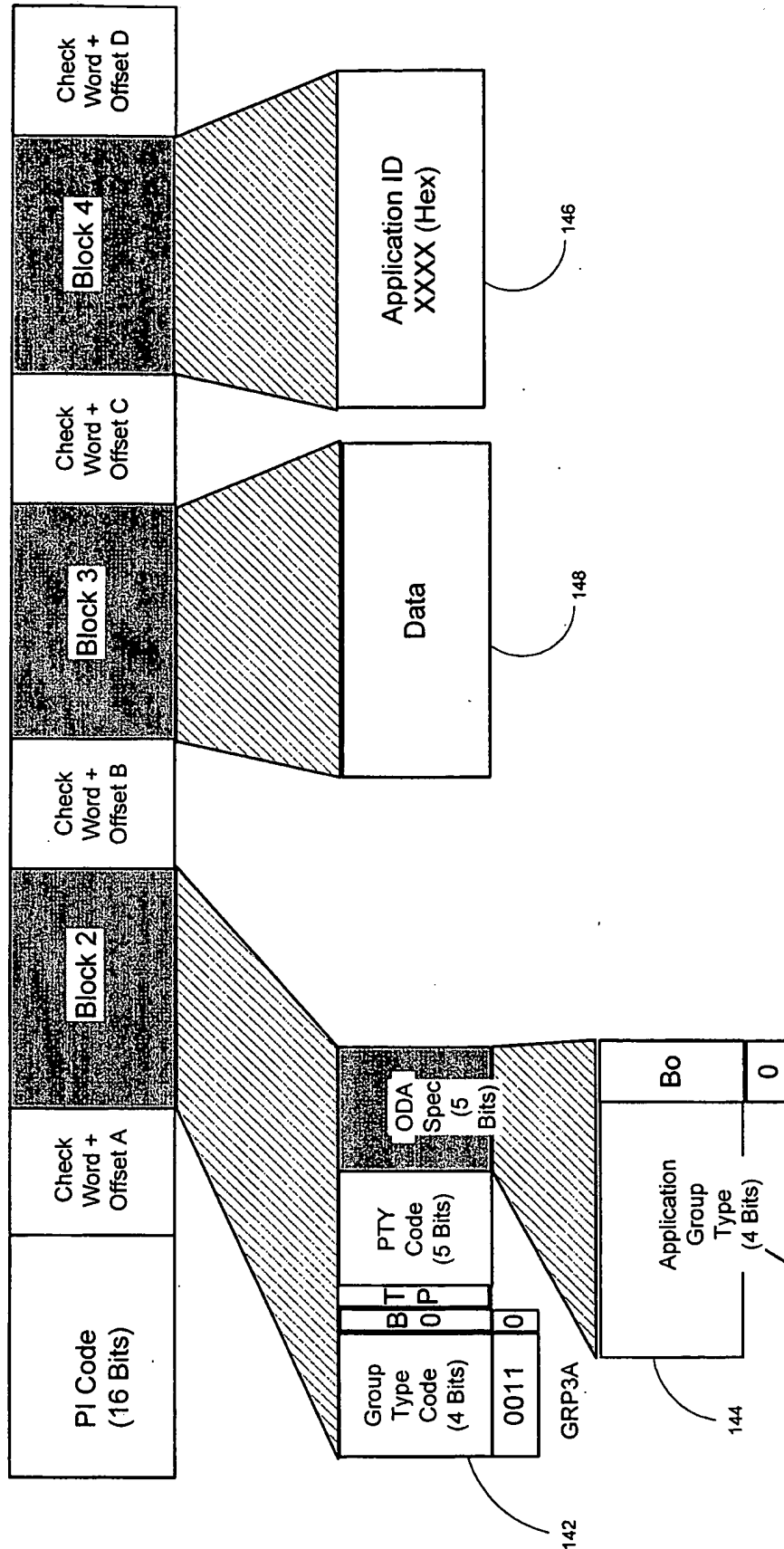


FIG. 4

ODA Group Data Format
 (can be any ODA allowable group)

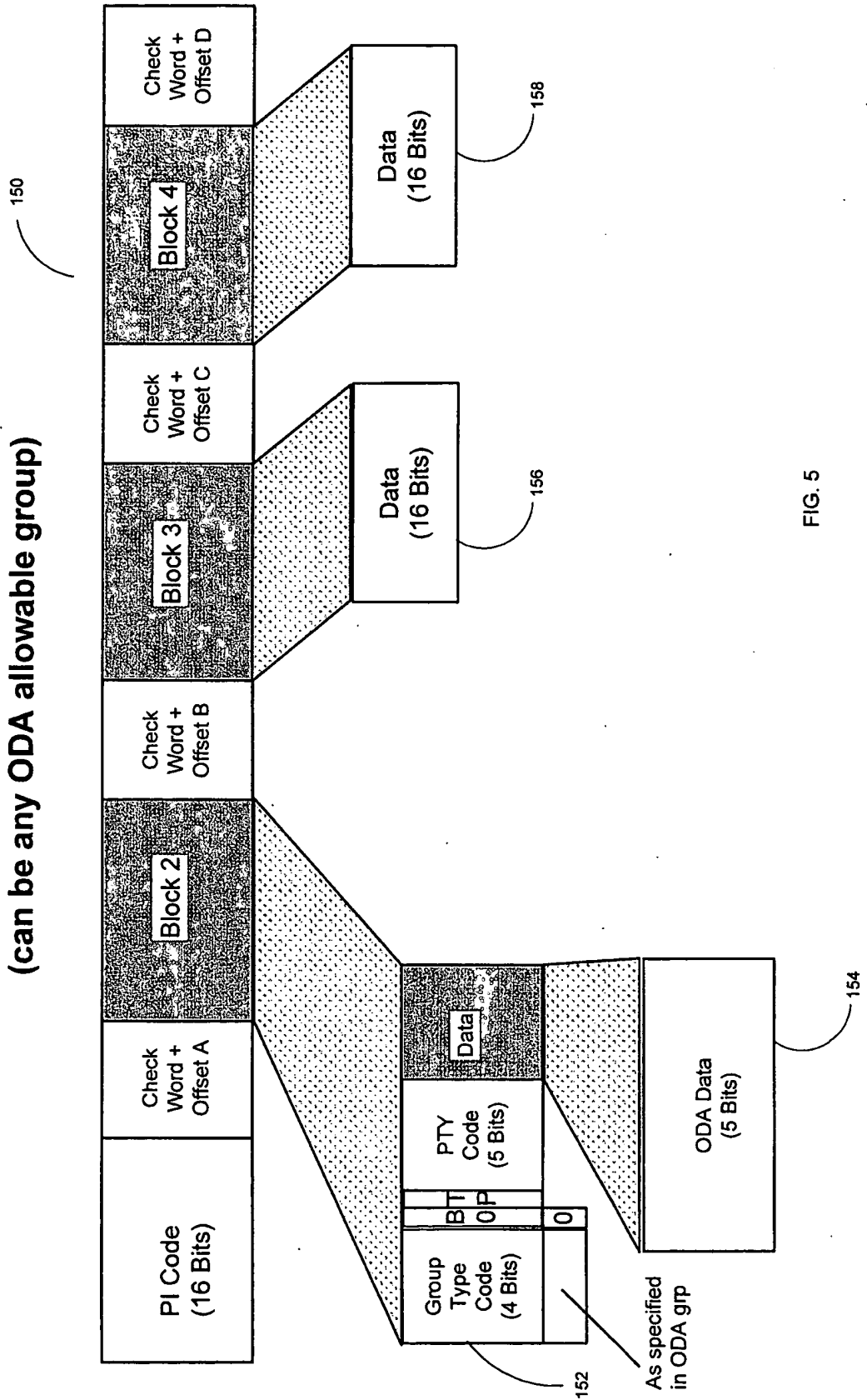


FIG. 5

ODA Beacon and Data

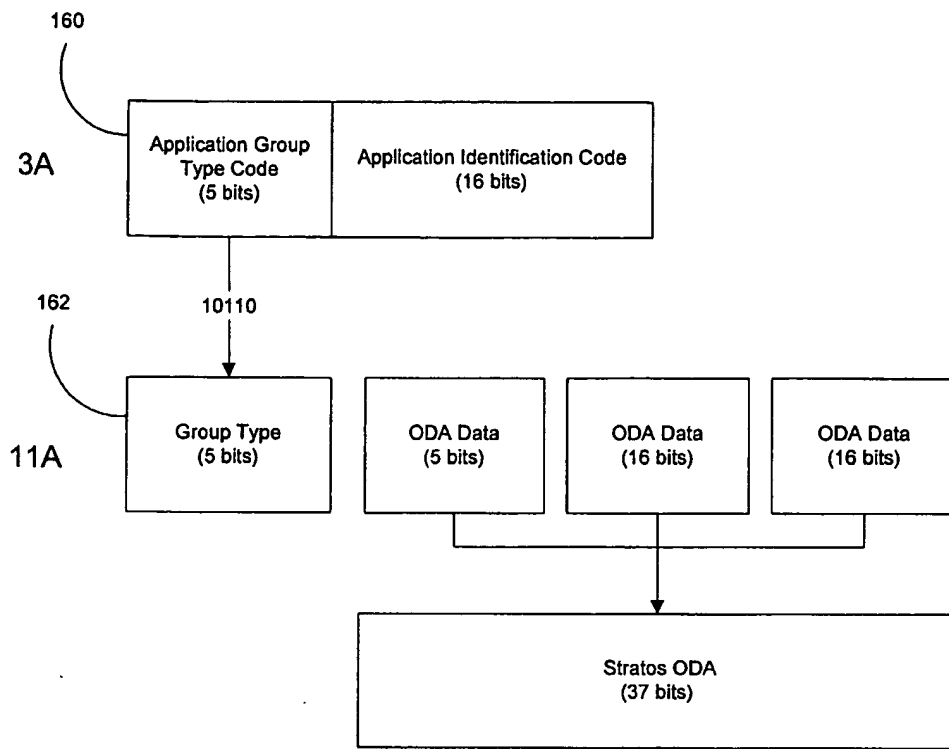
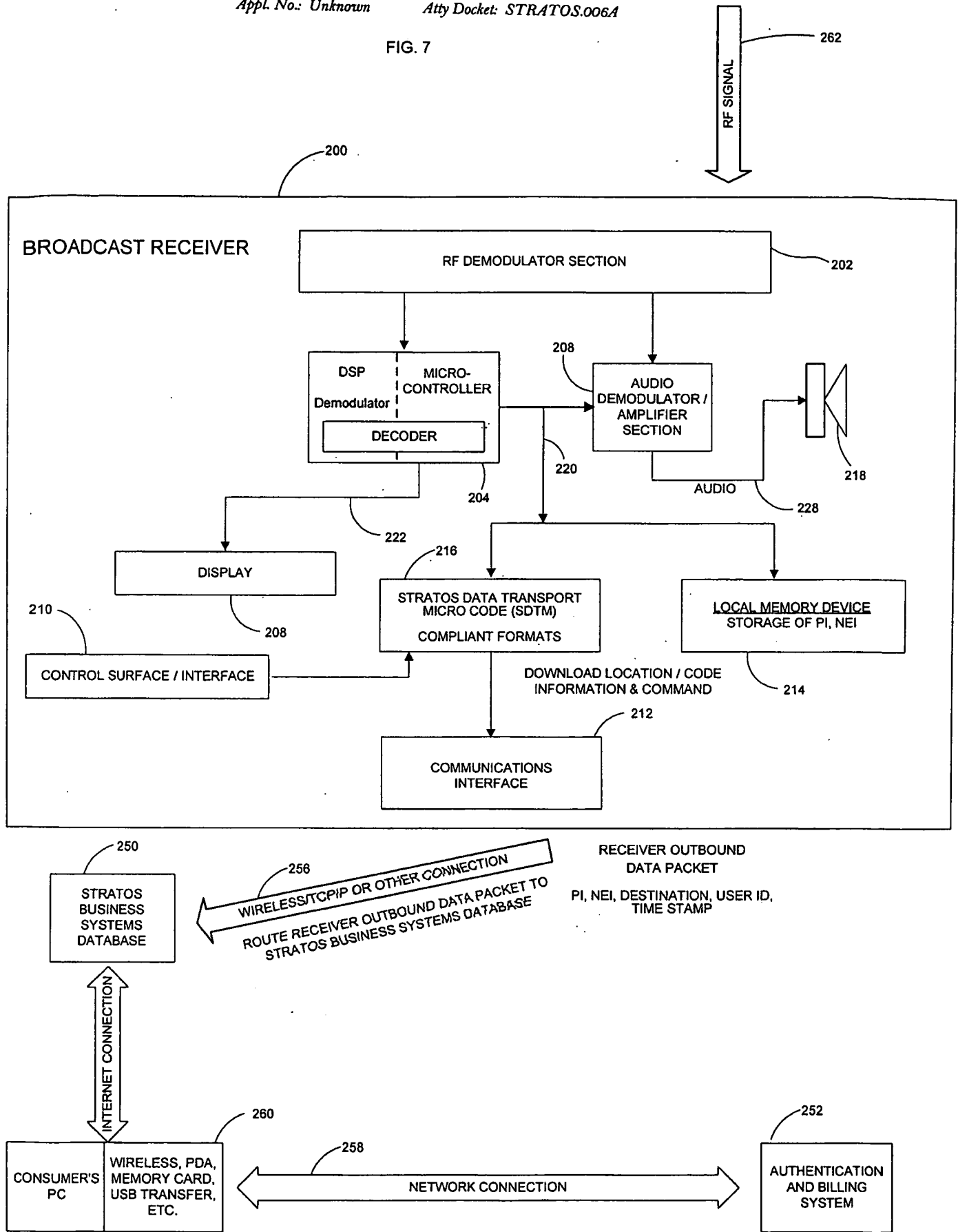


FIG. 6

FIG. 7



ODA Decode Software Flow

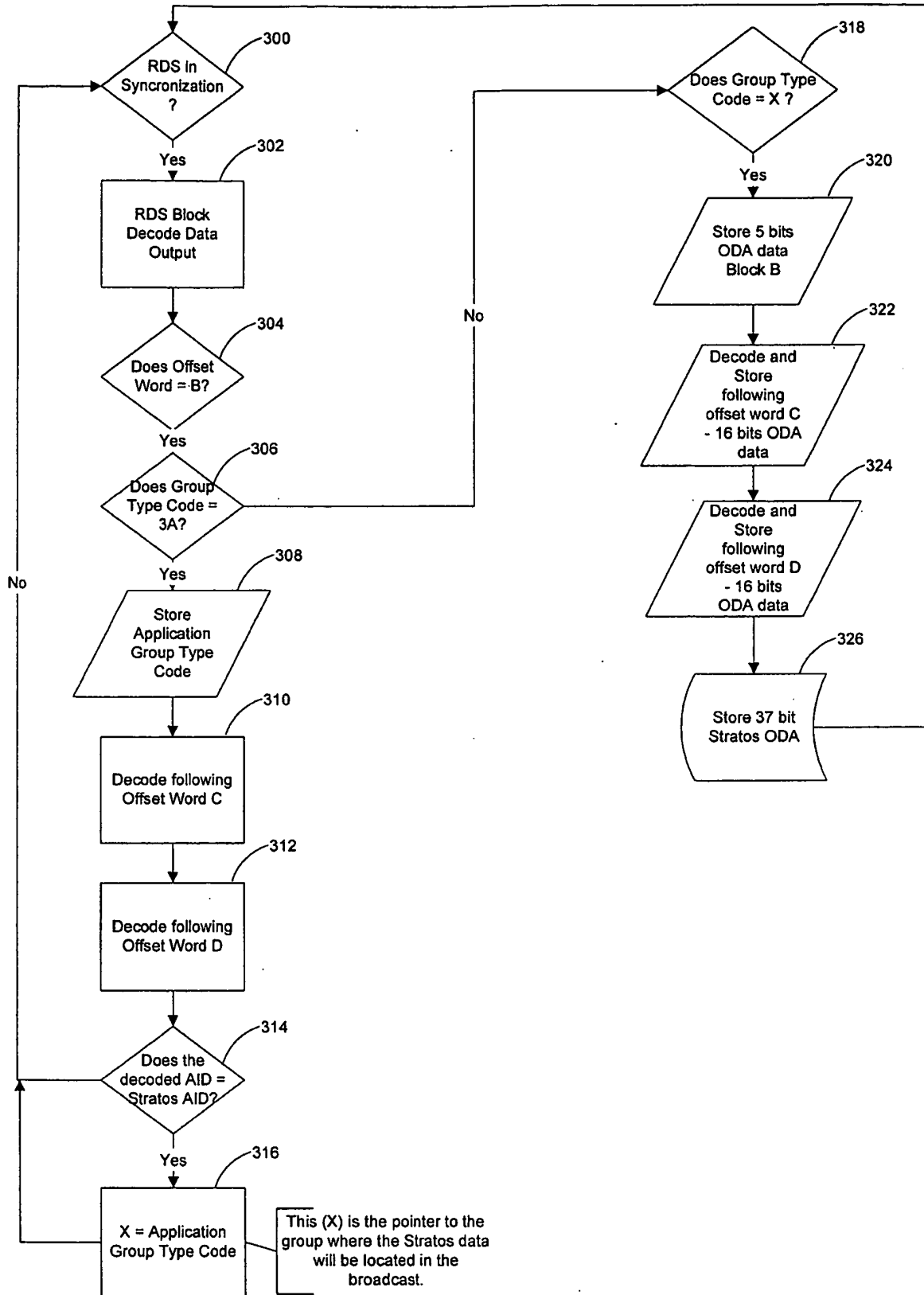


FIG. 8

Double Buffering

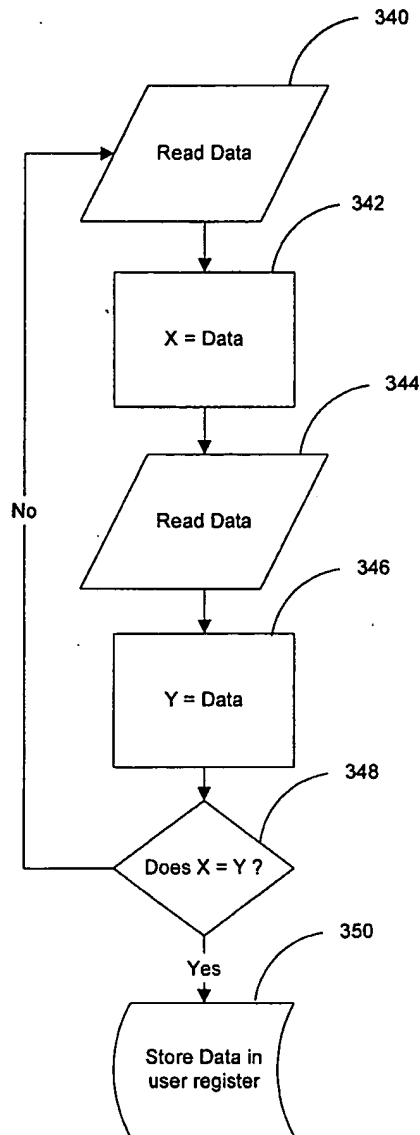


FIG. 9

SIGN UP & OPT-IN

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FIRST NAME:	<input type="text"/>
LAST NAME:	<input type="text"/>
PHONE NUMBER:	<input type="text"/> <input type="text"/> <input type="text"/> ext: <input type="text"/>
ADDRESS 1:	<input type="text"/>
ADDRESS 2:	<input type="text"/>
ADDRESS 3:	<input type="text"/>
CITY:	<input type="text"/>
STATE :	<input type="text"/>
ZIP CODE:	<input type="text"/>
COUNTRY:	<input type="text"/>
AGE:	<input type="text"/>
MARITAL STATUS:	<input type="text"/>
GENDER:	<input type="text"/>
HOUSEHOLD SIZE:	<input type="text"/>
INCOME:	<input type="text"/>
NOTIFICATION MESSAGE:	
<input type="checkbox"/> WIRELESS CARRIER	<input type="text"/>
<input type="checkbox"/> E-MAIL	<input type="text"/>
<input type="checkbox"/> INTERNET SERVICE PROVIDER	<input type="text"/>
BILL PURCHASES TO:	<input type="text"/>
RECHARGE SIM:	<input type="text"/>
VIEW "BUTTON PRESS" RESULTS	<input type="text"/>

FIG.10

PREMIUM INTERESTS

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Premium Interest:

☐ Coupons ☐ Product Samples

☐ Prizes ☐ Trial Programs

CATEGORIES:

☐ APPAREL

☐ BOOKS & MAGAZINES

☐ COMMUNICATIONS

☐ DINING

☐ ELECTRONICS & SOFTWARE

☐ ENTERTAINMENT

☐ FAMILY & HOME

☐ FINANCE & INVESTMENT

☐ GIFTS

☐ HEALTH & FITNESS

☐ PERSONAL LUXURY ITEMS

☐ SPORTS ACTIVITIES

☐ TRAVEL

REWARDS PROGRAM

USAGE TRACKING ☐ ALLOW TRACKING BY ARBITRON, BILLBOARD, ETC. ☐ yes ☐ no

FIG.11

TICKET PROGRAM

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CONCERT
SETTINGS

ZIP CODE

FAVORITE VENUE

FAVORITE SECTION

FAVORITE ARTIST

SEATS

PRICE RANGE

PAYMENT METHOD

CONCERT ALERT
NOTIFICATION

☐ VIA E-MAIL

☐ VIA WIRELESS

☐ VIA HYPERLINK

USAGE
TRACKING

ALLOW TRACKING BY
ARBITRON, BILLBOARD, ETC.

☐ yes ☐ no

FIG. 12

REAL TIME REPORTING

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RADIO MARKETS

CONTINENT

COUNTRY

REGIONS INCLUDED

REGIONS EXCLUDED

METRO MARKETS INCLUDED

METRO MARKETS EXCLUDED

RADIO STATIONS INCLUDED

RADIO STATIONS EXCLUDED

FIG.13

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REAL TIME CHARTS & GRAPHS

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CAMPAIGN NAME

RUN DATES

 TO

INCLUDE MARKETS

RADIO STATIONS

SUCCESS TO DATE

X,XXX RESPONSES

YYY BUYS

CREATE A CUSTOM REPORT

NAME YOUR REPORT

SELECT MARKET

SELECT RADIO STATION

SELECT TIME

SELECT DEMOGRAPHICS

PROGRAM EVENT

EVENT

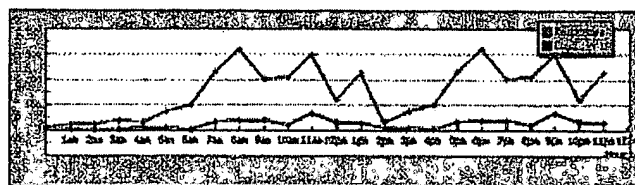
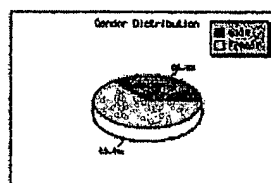
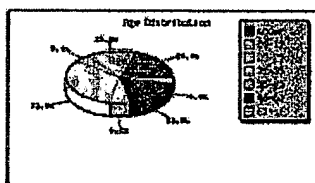
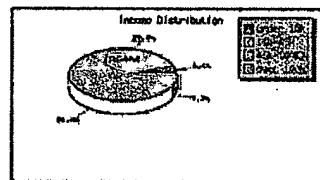
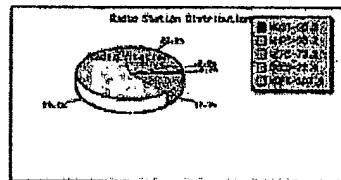
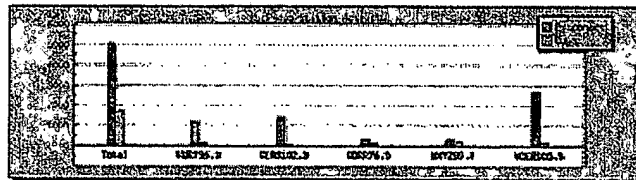


FIG.14

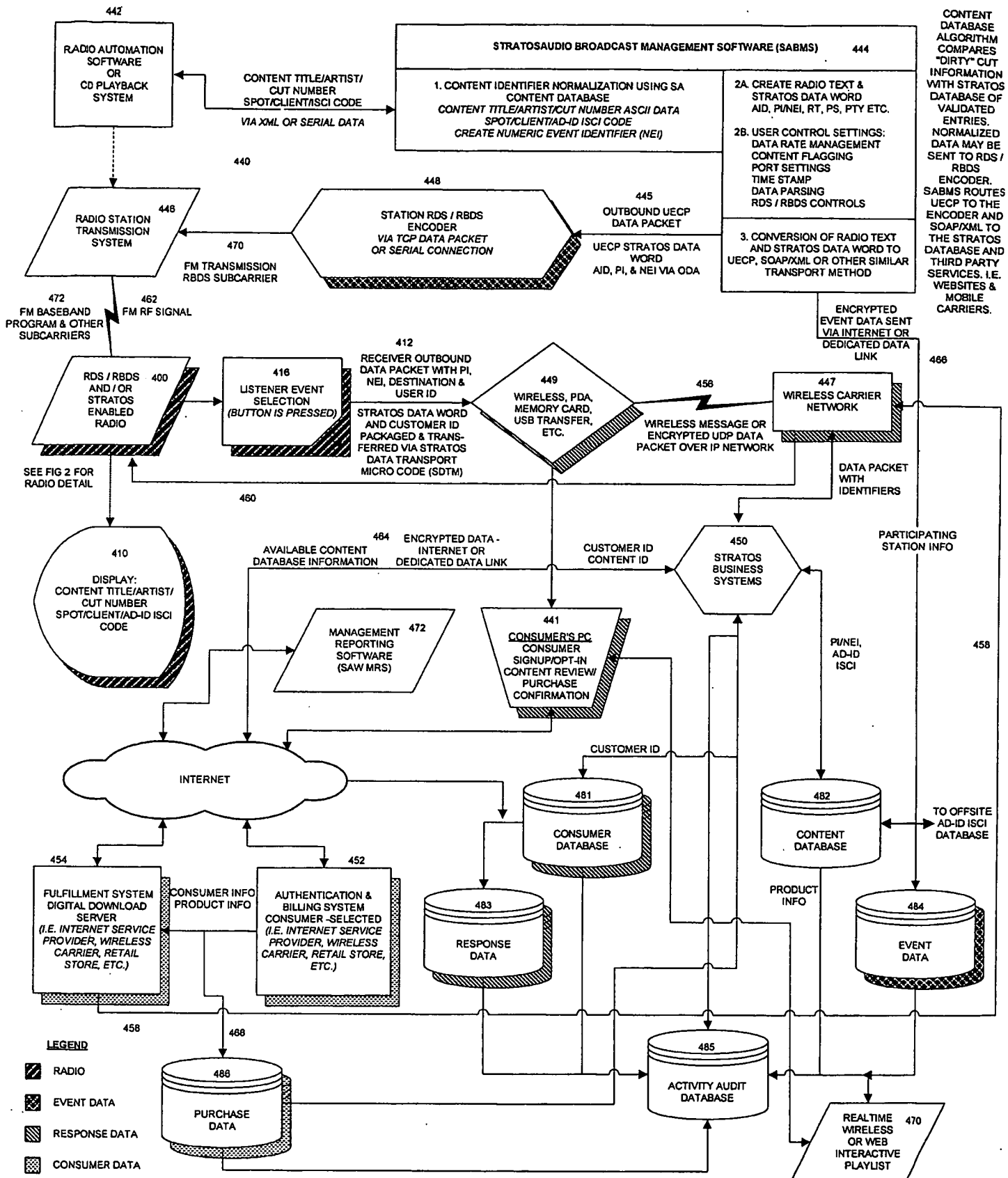
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FIG. 15



PLAYLIST

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Search by artist or title:

Date / Time	Artist / Advertiser / Talk Show Host	Song / Product / Topic		
3/20 7:03 am	Artist Name	Song Name	<input type="button" value="Buy"/>	<input type="button" value="More Info"/>
3/20 7:07 am	Advertiser Name	Product	<input type="button" value="Buy"/>	<input type="button" value="More Info"/>
3/20 7:09 am	Talk Show Host	Topic	<input type="button" value="Buy"/>	<input type="button" value="More Info"/>

FIG.16

REDEMPTION

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BUTTON PRESS RESULTS:

Date / Time	Source	Category		
3/20 7:03 am	Artist Name	Song Name	Buy	More Info
3/20 7:07 am	Advertiser Name	Product	Buy	More Info
3/20 7:09 am	Talk Show Host	Topic	Buy	More Info
3/20 7:13 am	Audience Poll	Topic		Results
3/20 7:14 am	Contest	Offer		More Info

FIG.17